

Message Text

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ACTION EB-08

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FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 7187

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TAGS: ETRD, EXP, XX, TW

SUBJECT: INTERAGENCY

TASK FORCE TO DEVELOP A NATIONAL

EXPORT POLICY

REF: STATE 095673

1. TASK FORCE COULD DO WORSE THAN BEGIN ITS STUDY BY LOOKING AT THE COMPETITION. IN THE CASE OF THE ROC, THIS MEANS JAPAN. JAPANESE EXPORTERS ENJOY TWO ADVANTAGES WHICH WE NEVER WILL BE ABLE TO OVERCOME. FIRST, GEOGRAPHIC PROXIMITY, WHICH MEANS LOWER FREIGHT RATES. SECOND, DOMINANCE OF THE ROC MARKET FOR IMPORTS GOING BACK TO THE END OF THE LAST CENTURY, WHICH MEANS THAT ROC CUSTOMERS ARE FAMILIAR WITH JAPANESE EXPORTERS AND THE GOODS THEY MARKET. BUT EVEN WITHOUT THESE ADVANTAGES, THE JAPANESE OFFER VERY STIFF COMPETITION. THEIR PRICES AND TERMS ARE ATTRACTIVE, THEY ARE WILLING TO MEET THE SPECIFICATIONS ESTABLISHED BY THE PROSPECTIVE PURCHASER, THE QUALITY OF THEIR GOODS IS HIGH AND THEY PROVIDE EXCELLENT POST-SALE SERVICE.

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2. MANY US EXPORTERS HAVE SUCCESSFULLY PENETRATED THE ROC MARKET. THE REASONS FOR THE SUCCESS OF SUCH FIRMS SHOULD BE UNDERSTOOD. CONVERSELY, MANY US EXPORTERS HAVE NOT SUCCEEDED IN SELLING IN THE ROC OR, IF THEY HAVE, THEY HAVE NOT ENJOYED REPEAT BUSINESS. THE REASONS FOR POOR PERFORMANCE ALSO SHOULD BE UNDERSTOOD.

3. IN DEVELOPING A NATIONAL EXPORT POLICY THE TASK FORCE SHOULD CONSIDER HOW TO MORE EFFECTIVELY COORDINATE THE EXPORT PROMOTION ACTIVITIES OF NATIONAL, STATE AND EVEN LOCAL ORGANIZATIONS. ACTIVITIES UNDER THE DIRECT CONTROL OF USDOC INVARIABLY ARE WELL-ORGANIZED, WELL-MANAGED AND HAVE SERIOUS PURPOSES. THIS ALSO IS TRUE OF ACTIVITIES SPONSORED BY USDOC, SUCH AS IOGA TRADE MISSIONS. IN ADDITION, CERTAIN STATE AND LOCAL ORGANIZATIONS CARRY OUT EFFECTIVE EXPORT PROMOTION ACTIVITIES OVERSEAS WITHOUT USDOC SUPPORT. UNFORTUNATELY, THIS IS NOT ALWAYS THE CASE. THERE ARE TOO MANY ACTIVITIES CARRIED ON UNDER THE NAME OF EXPORT PROMOTION WHICH ARE ESSENTIALLY SIGHT-SEEING AND SHOPPING EXPEDITIONS.

4. IT IS ASSUMED THAT WAYS TO ASSIST THE MANY US COMPANIES WHICH DO NOT NOW EXPORT TO DEVELOP OVERSEAS MARKETS WILL BE CONSIDERED. THE EMBASSY'S EXPERIENCE WITH NEW-TO-EXPORT COMPANIES LEADS IT TO URGE CAUTION. UNLESS A COMPANY THOROUGHLY UNDERSTANDS THE MECHANICS OF EXPORTING, THE PECULIARITIES OF EACH INDIVIDUAL MARKET, AND THE IMPORTANCE OF PROVIDING GOOD SERVICE TO THE FOREIGN CUSTOMER IT SHOULD NOT ENTER THE EXPORT MARKET.

5. FINALLY, THE EMBASSY WOULD URGE THAT CONSIDERATION BE GIVEN TO HOW USG AGENCIES INVOLVED IN EXPORT PROMOTION CAN UTILIZE THEIR MANPOWER MORE EFFECTIVELY. THE FOLLOWING UNCLASSIFIED

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ARE A FEW OF THE WAYS THIS MIGHT BE ACCOMPLISHED:

A) CLOSER COORDINATION BETWEEN USDOC/BED AND THE FIELD OFFICES, INCLUDING PERSONNEL EXCHANGES; B) MORE ASSIGNMENTS OF COMMERCIAL OFFICER TO BED, NOT ONLY TO JUNIOR AND MID-LEVEL POSITIONS BUT ALSO TO SENIOR POLICY POSITIONS; C) MORE ASSIGNMENTS OF COMMERCIAL OFFICERS TO USDOC FIELD OFFICES; D) INCREASED OPPORTUNITIES FOR USDOC FIELD OFFICE TRADE PROMOTION SPECIALISTS TO CONSULT WITH EMBASSIES AND CONSULATES; E) ASSIGNMENTS OF COMMERCIAL OFFICERS TO USDA/FAS; F) ASSIGNMENTS OF COMMERCIAL OFFICERS AND BED PERSONNEL TO STATE AND LOCAL ORGANIZATIONS AND INDUSTRY AND TRADE ASSOCIATIONS ENGAGED IN EXPORT PROMOTION; AND G) OPPORTUNITIES FOR COMMERCIAL OFFICERS ON HOME LEAVE TO CONSULT WITH USDOC FIELD OFFICES, STATE AND LOCAL ORGANIZATIONS, TRADE AND INDUSTRY ASSOCIATIONS AND TO PREACH THE GOSPEL OF EXPORT PROMOTION TO CIVIC CLUBS, CHAMBERS OF COMMERCE, ETC., AND THE MEDIA. UNGER

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